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1. The first part of the paper discusses the importance of the study.

2. The second part of the paper discusses the methodology used.

3. The third part of the paper discusses the results of the study.

4. The fourth part of the paper discusses the conclusions of the study.

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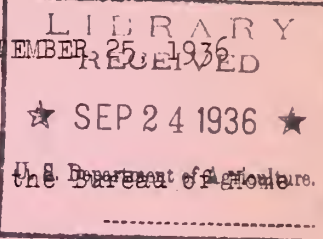
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HOUSEKEEPERS' CHAT

FRIDAY, SEPTEMBER 25, 1936

(FOR BROADCAST USE ONLY)

Subject: "DIETS TO FIT THE FAMILY INCOME." Information from the Bureau of Home Economics, United States Department of Agriculture.



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As I mentioned only last week, the newest bulletin published by the Bureau of Home Economics of the U. S. Department of Agriculture goes by the title of "Diets to Fit the Family Income." And as I also mentioned, this new pamphlet is free on request to the Department in Washington as long as the free supply lasts. In its 38 pages you will find suggestions for getting the most food value for different costs, and you will find diet patterns planned for family incomes ranging from a comfortable level down to 600 dollars a year or less. Typical menus illustrate these different diets.

The new leaflet gives 4 diet patterns under which are grouped the foods for families of different size and make-up, and the probable cost of these foods. These costs apply only in case the family buys all its food, not to those fortunate families who have their own garden, so may have a much better diet for the price. The 4 diet patterns are labeled like this: first, "a liberal diet", second, "a moderate-cost diet", third, "a minimum-cost diet", and fourth, "a restricted diet for emergency use." The authors are Rowena Schmidt Carpenter, associate home economist, and Hazel K. Stiebeling, senior food economist, in the Economics Division of the Bureau of Home Economics.

Of course, the Department of Agriculture is doing nothing new in preparing information on nutritive values in terms of money. A distinguished biological chemist, Dr. W. O. Atwater, began it 40 odd years ago, in one of the early farmers' bulletins. The present pamphlet applies the results of his work and other nutrition studies since that time, relating food values to market prices of the foods.

The purpose of the new publication is not only to aid in buying groceries more economically and conveniently, but more especially to show how to get the most nutritive value for the money spent and thus aid good health. As one of the authors points out, "Diets good enough to keep families in average health may not be good enough to promote their best health, or to enable individuals to attain the best physical development of which they are capable." In other words, rich and poor alike need to get the most nutritive value for what they spend, and this pamphlet is a guide.

In all these diet plans, the first consideration is nutritive value, both in quantity and variety. And each plan draws from the same 12 groups of food, because this is the easiest and surest way to make a well-balanced diet. The groups are: (1) milk in its various forms; (2) potatoes and sweetpotatoes; (3) tomatoes and citrus fruits; (4) leafy, green and yellow vegetables;

(5) dried beans, peas, and nuts; (6) dried fruits; (7) other vegetables and fruits not mentioned above; (8) eggs; (9) lean meat, poultry and fish; (10) flour, baked goods, and assorted cereals; (11) fatty foods, such as butter, margarine, lard, oil, vegetable shortenings, salt pork, and bacon; and (12) sugars, including jams, jellies, honey, sirups and molasses.

The quantities of food needed by different families naturally vary not only with the size and make-up of the family but also with the sex, age, and activity of the different members. But everyone who wishes a well-balanced, liberal diet will include:

First, milk -- a quart a day for each child, either to drink or in some cooked food, and a pint a day for each adult.

Then, vegetables and fruits -- 6 to 7 servings daily; 1 serving daily of potatoes or sweetpotatoes; 1 of tomatoes or citrus fruits; 2 and a half of vegetables at least half of which are the leafy, green, or yellow kinds; and fruit, once a day and sometimes twice -- at least 9 to 10 servings a week.

Third, eggs -- 4 to 6 a week; also some in cooking.

Fourth, meat, fish or poultry -- once a day, sometimes twice.

Fifth, butter -- at every meal.

And last, bread, cereals and desserts -- as many as you need to fill the calorie requirements. The only precaution here is not to fill up on these sugars and starches to the exclusion of the protective foods you need.

There, listeners, is the plan for one person on a liberal, well-balanced diet.

Now let's see how this would work out in menus. Breakfast on this plan might include sliced oranges, hot cereal for children, soft-cooked eggs, whole-wheat toast, milk for the children and coffee for the adults.

Lunch or supper might be something like this: Cream of potato soup; toast; orange and avocado salad with French dressing; Milk for the children.

Finally, dinner might be on this order: Baked ham with raisin sauce; sweetpotatoes, brussels sprouts, hot biscuits, Waldorf salad; chocolate honey cake; milk to drink.

But you can build a much cheaper and also well-balanced diet from the very same 12 groups of food that founded this one. You can do this by using a large quantity of cereal products and milk as the basis, with just enough vegetables, fruits, eggs and lean meat to supply the needed vitamins, minerals, and proteins that are not adequately furnished by the bread and milk, and enough fats and sweets to make up the energy requirements, or calories. But building a cheaper diet means choosing carefully to get the cheapest and most nutritious foods. It means 3 or 4 servings of vegetables and fruit per person daily instead of 6 or 7 as in the liberal diet. It means using meat -- and the cheaper cuts of meat -- or using fish 3 or 4 times a week instead of once or twice a day. And it means a simple dessert about once a day. The housekeeper needs all her skill in planning low-cost meals that will include the necessary food values yet be interesting and appetizing. This new bulletin has been prepared on purpose to help her.

Once more, you can have a copy of "Diets to Fit the Family Income" by writing to the Department of Agriculture at Washington, D. C., and asking for it.

